



# **RCMP Plan Oregon Coast**

## **FY 2013-14**

6/4/13

# Oregon Coast Objectives

- A: Strengthen brand position and inspire travel by upgrading and enhancing content across all platforms.
- B: Inspire exploration of Oregon's 363 miles of public beaches through advertising campaigns and promotions.
- C: Surface unique, local coastal stories through earned media programs in key domestic markets.
- D: Create tools to inspire and assist trip planning to Oregon Coast
- E: Grow international visitation from Canada, Asia, Europe and Oceania through the Travel Trade.
- F: Increase understanding of consumer behaviors and travel trends to enhance marketing efforts.

# Organization Update

- Travel Oregon is working on behalf of the Coast to develop the 2013-14 RCMP.
- Travel Oregon has contracted with the Newport Chamber of Commerce to implement the plan.

# Objective A: Strengthen brand position and inspire travel by upgrading and enhancing content across all platforms.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#1. Website Upgrade</b></p> <ul style="list-style-type: none"><li>-Review navigation and structure of Coast website as a result of mobile user upgrade.</li><li>-Review/ensure successful ORB integration.</li><li>-Video functionality, promotion page, deals highlight</li><li>- YouTube channel skin design</li></ul>	<p>Analyze upgrades to ensure they are accomplishing desired outcomes and increase capacity of site</p> <p><b>Outcome:</b> Increase ease of use of site for consumers and increase efficiency for partners. Increase unique web traffic by 15% (400,000 unique visitors).</p>
<p><b>#2. Social Media engagement &amp; support</b></p> <ul style="list-style-type: none"><li>-Engage and Interact with potential and active travelers to the Oregon Coast.</li><li>-Share inspirational content (photos &amp; videos) through active platforms.</li><li>-Use real stories from coast visitors to enhance authenticity.</li></ul>	<p>Photography, videos and inspirational content continue to receive the most activity and action on social media platforms.</p> <p><b>Outcome:</b> Increase engagement numbers (ex: likes, follows, etc.) on all platforms (ex: Twitter, Facebook, YouTube, etc.). Develop content matrix (tweets, posts and blog schedule) that involves making content more shareable across all platforms. Increase: Twitter followers by 11% (3,500), Facebook fans by 38% (85,000), and YouTube video views by 10% (6,000)</p>

# Objective A: Strengthen brand position and awareness by upgrading and enhancing content and publishing across all platforms.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#3. Develop/distribute bi-monthly eNews</b> --Develop and distribute an authentic, compelling consumer newsletter.</p>	<p>People's Coast eNewsletter will be re-launched in June 2013 via contract with MediAmerica. Newsletter to include three stories with photos in each edition.</p> <p><b>Outcome:</b> Send 6 newsletters annually increase subscriber growth by 25% (20,000 subscribers).</p>
<p><b>#4. Generate library of awe-inspiring and professional photography</b> -Contract for photos to capture the essence of Oregon Coast brand that works across all platforms. -Develop strategies to garner additional photo assets through crowdsourcing.</p>	<p>New photos are needed for use across all platforms. Photos will be shared with Coast partners and Travel Oregon and used across all coastal industry platforms as negotiated.</p> <p><b>Outcome:</b> Generate additional 10 professional photos in coming year.</p>

# Objective B: Inspire exploration of Oregon's 363 miles of public beaches through advertising and promotions

## #5. Advertising

- Reach explorers in print and online throughout Washington, Idaho, No. CA, and Vancouver BC during key travel times/seasons

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOMES				
	Travel Inspiration	Increased Impact/SOV	Increased Website Traffic	Partnership Opportunities	Lead/Fan Generation
Rationale	Place Coast messaging at moments and in environments that compel travelers to want to explore where to visit on the Oregon coast	Hitch the Coast "wagon" to media/partners who are already talking about traveling to our state/region/area	Drive consumers to visitheOregonCoast.com for planning info. (note: we're investing in site enhancements)	Provide platforms/ places for Coast destinations/ businesses to promote their travel products. Also, increase SOV for the whole Coast	Sign up fans to the Coast Facebook page where we can continue our conversation with them. And, sign up new subscribers to the Coast newsletter (to be relaunched)
<b>DOMESTIC</b>					
<b>Travel Oregon Ad Network</b>					
FY'13/'14 Visitor Guide (Full Page)	X	X			
Enewsletters	X	X	X		
TO.com (Banner ads)	X	X	X		
<b>Travel Oregon Co-ops</b>					
Facebook Co-ops	X	X			X
Banner Ad (Retargeting)					
Lead Generation Promotion	X	X	X		X
<b>Print</b>					
Travel Portland Visitor Guide (1/2 page)	X	X			
Print Co-op (Spread)	X			X	
<b>Online</b>					
Keyword Search (Google, Yahoo, Bing)	X		X		
Tripadvisor Coast Page Sponsorship	X		X	X	
South Coast FB Promotion (w/SOVA)	X	X			X
<b>CANADA</b>					
Brand USA Guide - CAN (Oregon Co-op)	X	X			
Tripadvisor CAN (Brand USA)	X	X	X		
<b>Expected Outcomes</b>	See Metrics Spreadsheet	N/A	+15%	\$12,000 (Partner co-op buy-in)	+38% (FB), +25% (enews)

# Objective C: Surface unique, local coastal stories through earned media programs in key domestic markets.

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#6. PR Pitches</b></p> <ul style="list-style-type: none"><li>-Proactively pitch media on regional stories and align them, where relevant/possible, with Travel Oregon themes &amp; campaigns</li><li>-Build a content matrix to help track stories.</li><li>-Share information at State Welcome Center Conference (PR Team)</li></ul>	<p>Plan pitches for upcoming year and align content throughout communication channels (PR pitches, website, e-news) based on the best identified stories for the North, Central, and South Coast.</p> <p><b>Outcome:</b> Develop and deliver at least 2 new story pitches to media per quarter. Have new content matrix in place by late fall 2013 to correspond with TO PR content meeting and road show. Stories to be surfaced around north, central, and south coast.</p>
<p><b>#7. Research Trips</b></p> <ul style="list-style-type: none"><li>-Facilitate media on research visits</li></ul>	<p>Host key journalists that align with story themes or leads from Travel Oregon. When possible we will utilize relationships with partners to secure gratis or discounted stays.</p> <p><b>Outcome:</b> Generate 20 story placements.</p>

# Objective D: Create tools to inspire and assist trip planning to Oregon Coast

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#8. Visitor Guide Development</b></p> <ul style="list-style-type: none"><li>-Work with OCVA &amp; MediAmerica to ensure Coast Visitor Guide acts as inspiration piece and viable planning tool. (Note: PhoCusWright indicates that 55% of DMO users say the visitor guide is a desired piece of information).</li></ul>	<p>Guide competes with other coastal pieces. It is important to analyze guide's content and structure and refresh accordingly.</p> <p><b>Outcome:</b> Continue to evolve guide via consumer feedback. Guide relevancy drives revenue across both web &amp; print platforms necessary to help keep guide self-funded.</p>
<p><b>#9. Distribute Visitor Guides</b></p> <ul style="list-style-type: none"><li>-Utilize Travel Oregon leads and participate in TORP Program.</li><li>-Fulfill leads from People's Coast website and call center.</li><li>-Leverage state welcome center brochure program to distribute guides.</li><li>-Leverage Oregon Travel Experience (OTE) distribution program on I-5 and I-84.</li></ul>	<p>Travel Oregon leads are an easy and affordable way to reach highly qualified prospective visitors.</p> <p><b>Outcome:</b> All Oregon Coast leads are fulfilled. Approximately 16,000 through TORP program, 20,000 through standard fulfillment and available to an estimated 371,000 annual state welcome center visitors.</p>



# Objective E: Grow international visitation from Canada, Asia, Europe and Oceania through the Travel Trade.

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p><b>#10. Trade Shows</b> -Attend Pow Wow, Go West, ITB, NTA &amp; Canadian Sales mission through coastal partner representation.</p>	<p>Aligns with Travel Oregon program to provide greater presence with trade and generate leads from Tour Operators.</p> <p><b>Outcome:</b> Generate 25 leads per show with Tour Operators.</p>
<p><b>#11. Research Trips</b> -With coastal partners, facilitate travel trade research tours from targeted markets in Canada, Asia, Europe and Oceania. Support efforts in emerging markets.</p>	<p>Past research trips have driven significant growth in tour product from international markets. This will help grow the number of itineraries in next year's catalogues.</p> <p><b>Outcome:</b> Secure 10 research trips to the Oregon Coast.</p>
<p><b>#12. Product Development</b> -With coastal partners, develop product/itineraries/sales collateral to support Oregon product in key international markets focusing on outdoor recreation, coastal themes &amp; culinary.</p>	<p>Travel Oregon and coastal partners to work together to deliver.</p> <p><b>Outcome:</b> Secure 10 new itineraries/product to promote the three regions of the Oregon Coast.</p>

# Objective F: Increase understanding of consumer behaviors and travel trends to enhance marketing efforts.

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p><b>#13. PhoCusWright research co-op</b> -Purchase PhoCusWright travel research through Travel Oregon group subscription program.</p>	<p>Leverage of PhoCusWright's extensive library (500+) of national and international research studies/reports that provide current trends in consumer behavior related to travel.</p> <p><b>Outcome:</b> Increase our knowledge of current travel trends to help with our planning strategies. And, provide to our partners as a resource to help inform their marketing efforts.</p>

# Coast Style Guide

Wieden+  
Kennedy



THE PEOPLE'S COAST

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# BRAND HANDBOOK

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# Coast Visitor Guide

